

AUSTRALIAN CERTIFIED ORGANIC COMPLEX . PROUDLY AUSTRALIAN MADE AND OWNED

pure

ISSUE 191 / NOVEMBER 2023



Saving the native bees of Australia

Since 2016 our Bee Pure initiative
has been protecting our pollinators...
if bees go, we go too!



if bees go, we go too!

Since 2016, Bee Pure by Hairjamm have been working to save the native bees of Australia by planting the flowers loved by bees.

Each sachet contains blue and white mix tones of Swan River Daisy (*Brachyscome Iberidifolia*) seeds to increase the natural habitat and food source for our native bees.

To date we have distributed over 2.2 million bee friendly seeds through our initiative.

HELPING AUSTRALIAN BEES IS ESSENTIAL TO OUR CONTINUED SURVIVAL, HEALTH AND WELLBEING. NATIVE BEES ARE INVALUABLE BECAUSE OF THE ECOSYSTEM SERVICE THEY PROVIDE TO THE ENVIRONMENT, BY POLLINATING OUR FARMS, FORESTS AND GARDENS.

LET'S BEE PROACTIVE:

- PLANT A BEE FRIENDLY GARDEN.
- SELECT PLANTS THAT FLOWER RIGHT THROUGH THE YEAR.
- AVOID USING PESTICIDES.
- PROVIDE ACCESS TO WATER.
- GIVE NATIVE BEES SOMEWHERE TO LIVE.

TOGETHER WE CAN MAKE A CHANGE AND BEE PURE!



Pure haircare gift packs



**LIMITED EDITION REUSABLE COTTON COSMETIC BAG CONTAINS:
300ML PURE SHAMPOO AND CONDITIONER PLUS 250G MASK OR 150ML TREATMENT**

AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK
 PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE SACRED MASK
 PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE SACRED MASK
 PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE SACRED MASK
 PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE SACRED MASK
 PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE MIRACLE RENEW MASK
 PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE FUSION COMPLEX BOND REPAIR TREATMENT

rrp \$76.95 / value \$113.85 / save \$36.90

**OUR PURE HAIRCARE BOTTLES ARE MADE FROM RECYCLED
100% AUSTRALIAN LAND WASTE PLASTIC.
TO DATE WE HAVE RESCUED OVER 34 TONNES OF PLASTIC
FROM REACHING AUSTRALIAN LANDFILL.**



CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)



ORGANIC NETTLE



ORGANIC GINGER



ORGANIC ALOE VERA



ORGANIC LAVENDER



ORGANIC THYME



ORGANIC ALTHEA



ORGANIC GLYCERIN



ORGANIC APRICOT



ORGANIC HORSETAIL



ORGANIC ROSEMARY

LUMiNATES

Let your light shine

- ★ 25 colour shades
- ★ Vegan colour gloss
- ★ Long lasting Demi Permanent
- ★ Certified Organic Complex
- ★ Luxurious Shine
- ★ Ammonia Free
- ★ Increase Salon Services



MIXATION RATIO 1:1

Step into a world of elegance with Pure Colour's luminous shades. Our refined hues gently enchant, adding subtle glow and lasting allure. Free from nasties, infused with an organic complex, nurture and elevate your creations. Unleash artistry, captivate with understated luminosity.



10.23



10.34



9.32



8.44



7.39



8.32



7.64



6.9



6.66



8.72



10.1



9.2



9.215



9.0



9.12



8.21



9.25



8.0



7.11



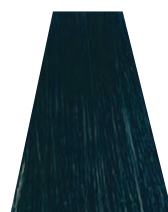
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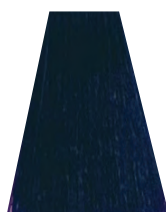
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7.0



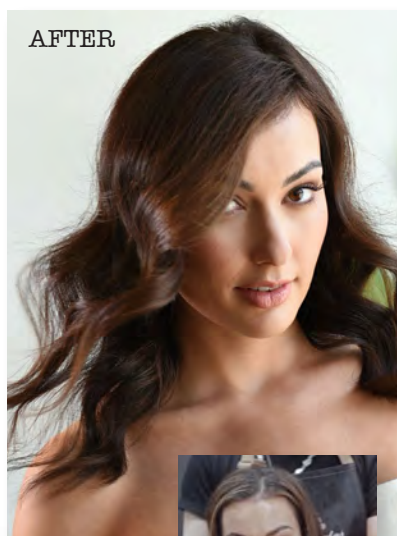
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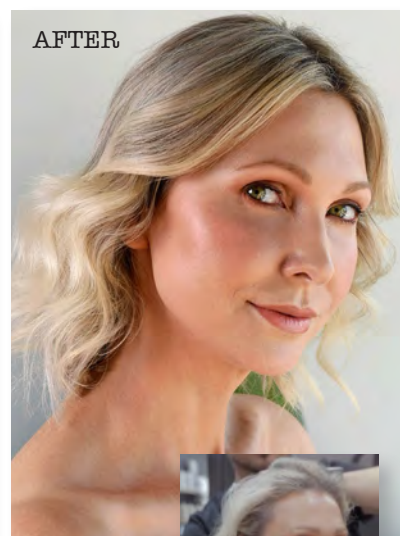
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CLEAR



BEFORE >



BEFORE >

PLEASE SEE YOUR PURE SALES AGENT FOR OPENING DEAL

CONTAINS OUR EXCLUSIVE PURE 100% CERTIFIED ORGANIC COMPLEX



ARGAN OIL



NETTLE EXTRACT



ALOE VERA EXTRACT



THYME EXTRACT



ALTHEA EXTRACT



HORSETAIL EXTRACT



ROSEMARY EXTRACT



ORGANIC GREEN TEA



NATURAL SHEA BUTTER



NATURAL GLYCERIN

Pure haircare travel hits



LIMITED EDITION PURE PRECIOUS ENDS TRAVEL PACKS CONTAIN:
100ML PURE SHAMPOO AND CONDITIONER PLUS 50ML PURE PRECIOUS ENDS LEAVE IN TREATMENT

AVAILABLE IN:

PURE GODDESS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE PRECIOUS SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE FOREVER BLONDE SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE COLOUR ANGEL SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE UP.LIFT VOLUME SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE MIRACLE RENEW SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS
 PURE FUSION COMPLEX SHAMPOO AND CONDITIONER WITH PURE PRECIOUS ENDS

OUR CARBON
 FOOTPRINT IS ZERO
 TO DATE WE HAVE
 PLANTED OVER 30,000
 NATIVE TREES IN
 OUR BIODIVERSITY
 PROJECT

rrp \$29.95 / value \$45.85 / save \$15.90

PRECIOUS ENDS LEAVE IN TREATMENT

SEAL . MOISTURISE . SMOOTH . D-FRIZZ

Unique organic Goji Berry Oil, Amino Acids, powerful antioxidants and beta-carotene restore and protect against colour fade and repair damage caused by heat, sun and chemical treatments.



CONTAINS OUR EXCLUSIVE 'PURE ORGANIC COMPLEX'™ (100% ORGANIC EXTRACTS)



ORGANIC NETTLE

ORGANIC GINGER

ORGANIC ALOE VERA

ORGANIC LAVENDER

ORGANIC THYME

ORGANIC ALTHEA

ORGANIC GLYCERIN

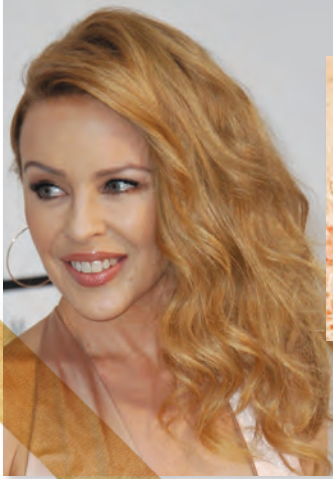
ORGANIC APRICOT

ORGANIC HORSETAIL

ORGANIC ROSEMARY

Sizzling Summer Blondes

FROM BEACHY WAVES TO FUN UPDOS SUMMER HAIR TRENDS YOU WILL LOVE



beachy waves



BEACH TEXTURE SPRAY

WEIGHTLESS VOLUME / TOUSLED FINISH / BEACHY LOOK FOR ALL HAIR TYPES

- Creates messy undone styles adding volume and texture.
- Protects against UVA, UVB and UV damage from the sun.
- Texturising spray giving body and definition to all hair types.
- Smooth non-sticky finish.

medium control / low shine



fun updos



HALO SPRAY

LIGHTWEIGHT TEXTURE
PERFECT HOT TOOL STYLER
TOUCHABLE SATIN FINISH

- Body building volume and texture that can be layered, styled and reworked to perfection.
- Invisible lightweight finishing / working spray for fine-medium hair types.
- Quick drying, non-greasy formula can be easily removed without leaving a residue.
- Perfect for styling hair with hot tools.
- Thermal defence protects against chemical treatments and heat styling.

medium control / low shine

luscious curls



SENSUAL CURLS CURL RELAXING CREAM SOFT LUSCIOUS CURL CONTROL

- Delivers lasting curl perfection, turning frizz into soft smooth curls.
- Protects against frizz caused by humidity, sun, thermal styling and chemical treatments.
- Moisturises, shines and seals.
- Controlled luscious curl control.

medium control / medium shine



toned blondes



FOREVER BLONDE SHAMPOO AND CONDITIONER

- Organic Melon Oil, Shea Butter and Argan Oil rejuvenate dull, yellow looking blondes caused by natural elements, swimming, UV, chemical treatments or frequent heat styling.
- Enriched with selective treatment oils to provide softer, smoother, silkier feeling hair.
- Blue Cypress blue/violet pigments are deposited on the hair shaft eliminating yellow tones.



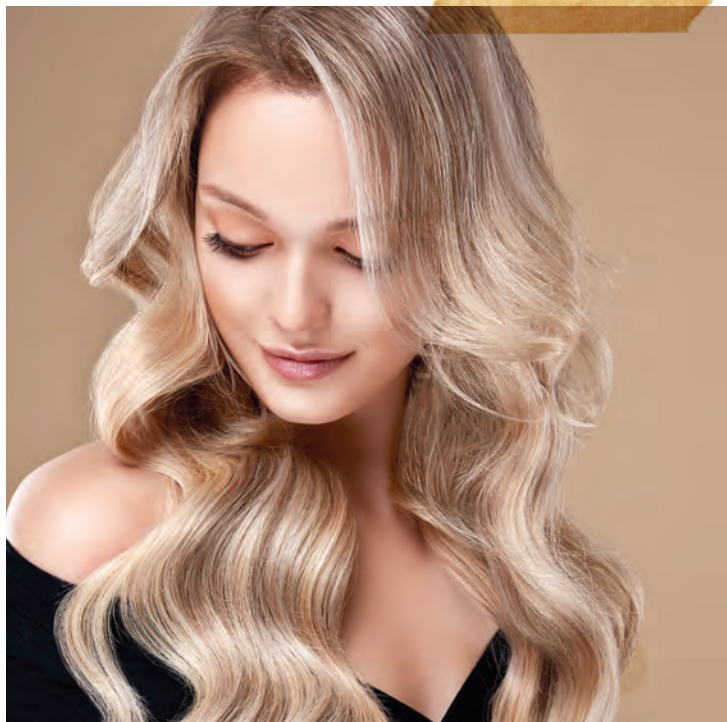
healthy blondes



FLOURISH LEAVE IN TREATMENT

- Instant lightweight nourishment.
- Designed to revitalise coloured, dry delicate hair.
- Enriched with nutrient-rich amino acids and porosity balancing extracts to nourish and protect hair.
- Infused with exclusive "pure complex"™ (certified 100% organic extracts).
- Enriched with selective treatment oils to revive, protect and shine.

Latte Art



PURE LUMINATES (FORMULATED FOR LEVEL 7 AND LIGHTER)



8g 8.72

+



2g 6.9

+



Act1

INSTANT TONES (FORMULATED FOR LEVEL 7 - 8)



1/2 Crème

+



1/2 Beige

+



Act0

PURE EVOKE (FORMULATED FOR LEVEL 7 AND LIGHTER)



7g 7.9

+



3g 9.92

+



Act1

NEW HEAD OFFICE HOURS ARE MONDAY TO FRIDAY 8AM - 4PM (AEST) / SATURDAY & SUNDAY CLOSED / ORDERS: 07 3850 6200 / PAYMENTS: 07 3850 6233

Head Office : Lot 3 / 457 Tufnell Road, P.O. Box 390, Banyo Queensland 4014 Phone. +61 7 3850 6200 Fax. +61 7 3850 6299 Email. cs@hairjamm.com



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